

Connecting the World, Fostering Understanding, and Developing a Dynamic Community Through Music

Musical Exchanges: Gresham, Oregon Cultural Marketplace Proposal

Executive Summary for Business Case Draft

Musical Exchanges proposes invigorating the beautiful Cultural Marketplace site in Gresham, Oregon with a robust location for global musical performance exchanges. From our worldwide network of partners established and expanded over twenty years, we have selected three French and Italian musicians to perform inaugural concerts at the Gresham Cultural Marketplace if we are confirmed as a site developer.

We have constructed a precise schedule for the construction and initiation of the Gresham Musical Exchanges branch. We have also assembled and highlighted the key benefits and features of a possible new Gresham branch, including answers to **why** this organization meets the needs of the Gresham community and Cultural Marketplace site by stimulating the economy and invigorating local art and culture, **what** our solution will look like, **how** we will realize this vision, and **who** will benefit **in what ways** from the outcomes of this collaborative cultural development.

Why Us:

Gresham, Oregon needs look no further for a well-suited Cultural Marketplace developer than Musical Exchanges. We are acutely aware of the need to revitalize the currently unused site for the Cultural Marketplace and to preserve the natural beauty and economic importance of said site. We will be a strong candidate that is more capable of increasing Gresham's economic and cultural independence from Portland, because we will contribute significantly to the transformation of the Cultural Marketplace into a regional artistic and cultural powerhouse. Gresham will become a magnet for investment and employment in the region as a result. Musical Exchanges has a twenty-year track record, since its inception in 1998 in Washington DC, of stimulating local economies around the nation through performances and exchanges of global arts and cultures, the employment of local artists, maintenance crews, and management teams for each branch, and the attraction of outside investments in communities that have a Musical Exchanges branch. Musical Exchanges accomplishes these goals by developing a sustainable and dynamic hub of arts and cultures at its locations.

What We are Offering and How We Will Realize Our Vision:

Musical Exchanges will create an auditorium/concert hall space within the Cultural Marketplace, which will include a stage, 1,000 seats, and a two-window ticket booth for in-person purchases of tickets for concerts. This process will be scheduled, managed and implemented by Musical Exchanges in collaboration with the respected firm Jansen Construction Company over a period of three months.

Who Will Benefit in What Ways:

- **Gresham Residents** - Employment opportunities in management, maintenance, and construction
- **Local musicians** - Local and international performance and visibility-raising exposure opportunities provided by Musical Exchanges through paid fellowships with partners in various countries worldwide
- **The Gresham, Oregon government** - New ways to generate major outside interest and investment in Gresham, increased local employment opportunities, increased economic and cultural independence from nearby Portland, and the acquisition of a new good corporate citizen

Substantiation Section Outline and Notes

- Case Studies
 - Arts Education: El Sistema Pittsburgh, Pennsylvania; BRIDGES: Harmony Through Music, Vienna, Virginia; OrchKids in Baltimore, Maryland; KidzNotes in Durham, North Carolina;
 - Arts Management: Mr. Michael Kaiser's career (London Opera, Alvin Ailey Dance Studio, etc.), Mr. Brett Egan, Ms. Janera Solomon, Mr. Gustavo Dudamel, AIFIC, DeVos Institute
 - Artistic and Cultural Exchanges: US Department of State Bureau of Cultural and Educational Affairs programs (OneBeat), Manhattan School of Music, International Programs at Berklee College of Music, Queen Mary London Grad Music Exchange Program, Found Sound Nation, Atlas Corps, DeVos Institute of Arts Management - Global Arts Management Fellowships Program, music study abroad programs, arts, art history, and arts management study abroad programs
- References
 - Previously-listed research sources
 - Additional interviews, research sources, and testimony, especially from groups that are easier to contact, such as El Sistema Pittsburgh, BRIDGES: Harmony Through Music, and potentially the DeVos Institute
- Uniqueness Factors
 - Important and impactful niche market (a singular concept and implementation that is relatively rare and would generate special interest in Gresham from individuals and organizations elsewhere in the nation and world)
 - 'Soft power:' Musical exchange programs, and all other artistic and cultural exchange programs, are excellent ways to improve the images and reputations of the nations involved, such as the United States, France
 - Create bonds and understanding between communities around the world
 - Leads to professional and social impact partnership networks between interesting and like-minded institutions globally
- Qualifications
 - My resume as Director of Musical Exchanges
 - Brief credibility-building of company: years of experience, examples of successful projects and programs, different branches of organization, testimonials from individual musicians

Notes for the Solution Section:
Musical Exchanges Business Proposal,
Gresham, Oregon Cultural Marketplace - Cultural Development RFP

Key Concepts, Key Services Provided by My Organization:

- Private not-for-profit organization promoting cultural diplomacy, which means using arts and cultures to foster mutual understanding between groups of people
- The organization hosts musicians from around the world:
 - Musicians are hosted through two-year residency fellowship programs in or around the Musical Exchanges locations.
 - Musicians from the local community apply and audition for paid fellowship positions/scholarships to be resident musicians for two years, staying in a partner artistic institution in a partner country and culture.
 - International musicians apply and audition to come from around the world to the Musical Exchanges locations in the US, where they will remain as resident musicians for a two-year period.
 - During these fellowships, musicians play popular and cultural music from their standard career repertoire in regular public performance events hosted at the Musical Exchanges location.
 - Performances all have a low but reasonable cost, potentially around \$25-\$30, for adult audience members. Students from local public schools can attend 3 performances in an annual concert season for free, and any additional events within the same season can be attended for \$5. Students, faculty, and staff from local public universities can attend all events for \$15.
 - The performance season will run throughout the majority of the calendar year, probably from January through July, followed by a mid-season break, and then from September through the first half of December.

My Organization's Key Contributions to the Cultural Marketplace, as well as the Gresham Community and Economy:

- The organization will be a valuable addition to the Cultural Marketplace location because it will attract related cultural and globally-focused organizations to move into the Cultural Marketplace. This will create a hub at the Cultural Marketplace that will stimulate the

local economy. We have partner organizations from our previous locations, including international cuisine restaurants and cultural and artistic education institutions. The categories of the previous partners we have worked with include:

- Authentic Italian cuisine restaurants
- Private educational institutions providing private lessons for musical instruments and artistic fields such as painting and drawing
- Global travel and tourism agencies
- Markets and shops for global cultural and artistic gifts

John Ferri
Musical Exchanges (Cultural Diplomacy Topic) Business Proposal,
Cultural Development in Gresham, Oregon RFP

Initial Research Sources on Cultural Diplomacy, Arts Management, and Exchanges

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- Dai, Yuwen. On the Cultural Economy (2012): 1-6. Culturaldiplomacy.org. Institute for Cultural Diplomacy, 1 Mar. 2012. Web. <http://www.culturaldiplomacy.org/academy/content/pdf/participant-papers/2012-03-biec/On_the_Cultural_Economy-_Yuwen_Dai.pdf>.
- "DeVos Institute of Arts Management." Devosinstitute.umd.edu. DeVos Institute of Arts Management at the University of Maryland, Web. <<http://www.devosinstitute.umd.edu/>>.
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- Sandre, Andreas. Digital Diplomacy at the Italian Embassy in Washington DC | Experimenting with Digital Diplomacy. Embassy of Italy in Washington DC, Web. <<http://www.twiplomacy.it/dds.html>>.

US Department of State Bureau of Educational and Cultural Affairs. US Department of State,
Web. <<https://eca.state.gov/>>.